

**Crown Council Report  
April 2014  
Friends of Music National Advisory Board**

**Summary of NAB Discussion Topics and Objectives**

*Friends of Music* semi-annual NAB meetings have been focus primarily on:

- Building membership, engagement of members, fund-raising
- Upcoming projects and events – organizing volunteers to work
- Debriefing past projects and events – what worked, what didn't
- New ideas

**Activities**

Through the fall and winter season, we repeated visibility and recruiting activities and events done in prior years:

- Family Weekend preconcert reception
- “Friends of Music Presents . . .” with C in CC
- Homecoming Alumni Choir
- Fall membership mailing to music alumni and parents
- Visibility at Showcase and GWO and GChoir home concerts
- Postcards from tour (students to FoM members)

**Results**

- Membership and giving has been steady, but flat – 135 Households
- Music Dept. recruited more first year students in 2013-2014 than any other area
- Dollars raised, including Bjorling Scholarships

**Restructuring membership of the NAB**

On March 20, Anita, Jackie and Barb met with the entire full-time faculty of the Music Dept. to discuss the history of FoM and the NAB governance structure and to invite deeper faculty engagement. Faculty members were very interested and excited. The end result is that Scott, Greg, Karrin, Ruth, and Michael will be joining the NAB immediately for some term yet to be determined. Doug will also remain on the NAB after retirement.

**Challenges/Opportunities**

We are in the process of developing new focused strategies to:

- Create awareness of FoM
- Grow membership and giving
- Deepen engagement with existing members
- Deepen engagement with Music Dept. faculty

**MAKE YOUR LIFE COUNT**

### **Emerging ideas**

Scott Moore, Doug Nimmo, Jackie Peterson, Barb Larson-Taylor and Anita have had multiple conversations about the future direction of FoM –

- Do we shift the NAB toward a more strategic partnership with the Music Dept, similar to what other NABs are doing?
- Do we maintain FoM as a “membership organization,” engaging a large network of people to support, personally and financially, the music programs and student experiences at the College?
- Can we do both and create a hybrid?
- We think we’re reaching a point of consensus – we believe the FoM NAB is unique and may not fit neatly into the model of the other academic NABs. But we do want a close working relationship with the Music Faculty to ensure alignment on goals and projects, and we want to continue our membership on the Crown Council.

### **Next steps**

- New expanded NAB is scheduled to meet on May 29
- Data is being gathered and a business case is being written for a very exciting project proposal that has the potential to engage faculty, students, and current FoM members in recruitment of new FoM members and significant gifts and create broad visibility for the college as a whole. More to come!

### **Current NAB members:**

Jon and Anita Young – Chairs  
Sam Grace  
Dave Dahlgren  
Terri Delebo  
Brian and Betty Falk  
Wally and Yvonne Gupstill  
Steve Hogberg  
Kin Kietzer  
Jan Michaletz  
Doug Nimmo  
Randy Schreiner and Cindy Bittner  
Tim Strand  
Jackie Peterson – Advancement

### **Will be adding:**

Scott Moore – Music Dept Chair  
Greg Aune  
Michael Jorgenson  
Ruth Lin  
Karrin Meffert-Nelson